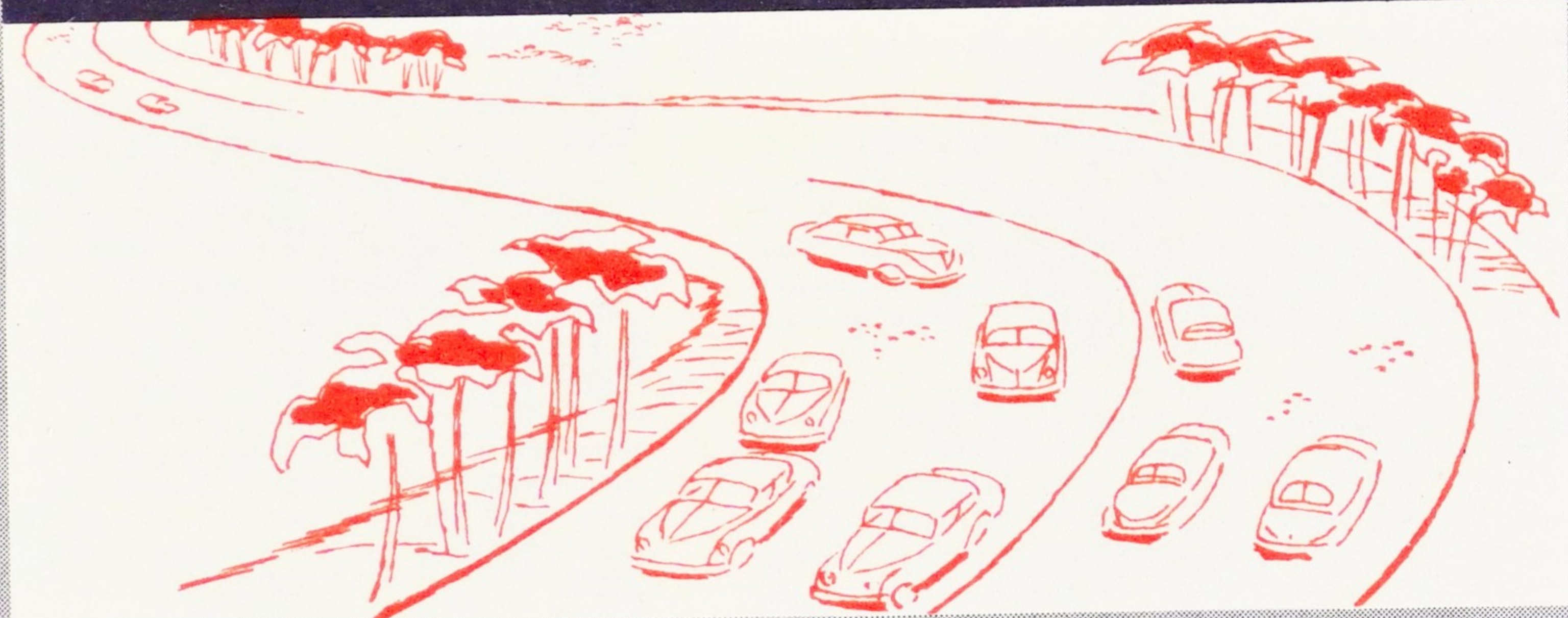
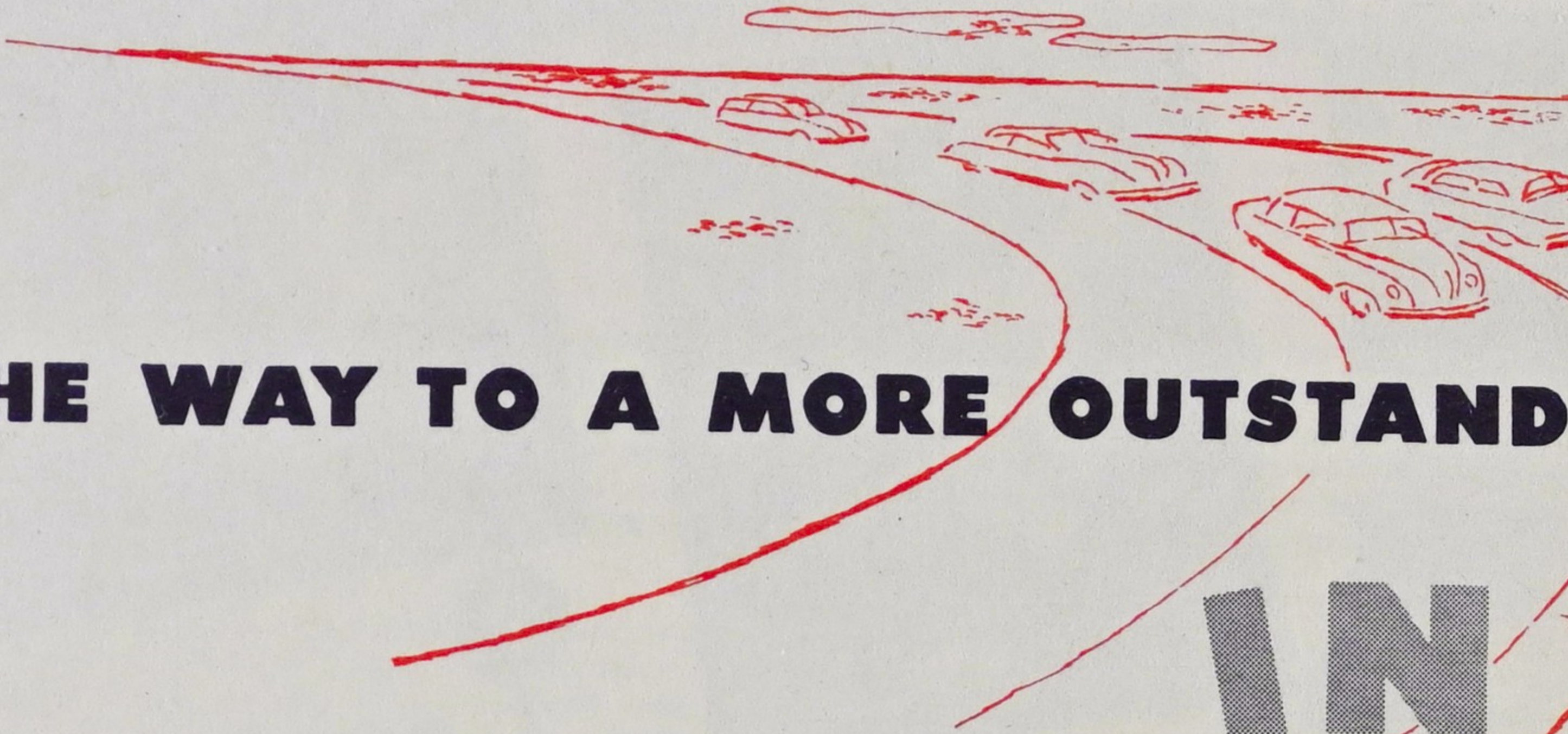


FLORIDA'S

FINEST ATTRACTIONS



LOOK FOR THIS EMBLEM



THE WAY TO A MORE OUTSTANDING

IN



No matter from what direction one enters the state, it is convenient and easy to visit all or most of Florida's famous attractions.

Many plan a circular tour of the state. Others see Florida by making the attractions their tentative destination points while some settle in a central location and make one and two day trips from their seasonal residence to visit the attractions.

For example, if the motorist entered Florida on U.S. Highways 90, 319 or 27 via Tallahassee, Wakulla Springs is nearby. By traveling southeast over U.S. 19 or 27, Rainbow Springs near Dunellon and Silver Springs and Ross Allen's Reptile Institute near Ocala are three of the primary attractions.

Those who wish may cover the West Coast or Central Florida first, traveling down U.S. 19 to see Nature's Fish Bowl at Homosassa Springs, then Weekiwachee Springs and on into St. Petersburg to view Turner's Sunken Gardens. From there it is an easy trip to Bok Singing Tower near Lake Wales and Florida's Cypress Gardens near Winter Haven by traveling U.S. 92. By going down U.S. 541 or





NG VACATION

FLORIDA!

41 from St. Petersburg, adjoining Tampa, Ringling Museum and Sarasota Jungle Gardens may be visited near Sarasota. If the visitor wishes to proceed toward Miami, Thomas A. Edison's Home is at Fort Myers on U.S. 41 and Everglades Wonder Gardens is at Bonita Springs on the same highway.



Several of the attractions may be visited from the Miami area including the Parrot Jungle and the Monkey Jungle immediately south of Miami and the waterway tour of Miami Beach via Gray Line Sightseeing boats. In the city limits of Miami is Musa Isle Indian Village.

Returning north on U.S. 1 near Vero Beach is McKee Jungle Gardens and farther north at Port Orange is Lost Mission and Olde English Sugar Mill. Turning off U.S. 1 at Port Orange, Daytona Beach or Ormond Beach to State Road A1A the visitor may reach Marine Studios at Marineland and continue from there to St. Augustine which is the home of the St. Augustine Ostrich and Alligator Farm, the Oldest House and Lightner Museum of Hobbies. Back on U.S. 1 again, Oriental Gardens at Jacksonville may be seen.

Those who enter the state by U.S. 301, 17 or 23 may wish to make the tour from the East Coast to the West and Central sections. Those who enter by U.S. 441 or 41 have a choice of visiting either section of the state first.

FLORIDA'S OUTSTANDING

Year Around Attractions

1 WAKULLA SPRINGS—south of Tallahassee—Modern, air-conditioned hotel, gift shop, fountain and finest foods, glass bottom boat trips over deepest spring in world, 185 feet at greatest depth, jungle cruise down river and swimming in crystal clear water year 'round are among attractions of Wakulla Springs, veritable fairyland.

2 SILVER SPRINGS—near Ocala—Shown thru glass-bottomed boats at frequent intervals hourly sunrise to sundown daily. Jungle Cruise speedboat ride, bathing, seven motor courts, four restaurants, airport nearby, 13 gift shops.

3 LIGHTNER MUSEUM OF HOBBIES—in St. Augustine—Everybody has a hobby. This municipally-owned "Collection of Collections," gift of O. C. Lightner, is the world's only "Mecca for Hobbyists." Thousands of varied exhibits, a revelation in human interest for all age groups. Open daily 'till 9 P.M. Heart of downtown on U.S. 1.

4 ST. AUGUSTINE ALLIGATOR FARM—in St. Augustine—Across Bridge of Lions on State Highway A1A, scenic oceanshore boulevard enroute to Marineland. World's largest collection of living alligators and crocodiles. Site of Hollywood filmings. African ostriches, monkeys, Florida Wildlife Museum, rare birds, giant Galapagos tortoises. Gator wrestling. Free guide service. Open 8 A.M. to 6 P.M.

5 OLDEST HOUSE—in St. Augustine—Florida's most beautiful historic attraction at 14 St. Francis Street. This venerable edifice has seen life under four flags—Spanish, English, Confederate and American. Guided tours daily. Property of St. Augustine Historical Society. Hours 9 A.M. to 6 P.M.

6 McKEE JUNGLE GARDENS—just south of Vero Beach—Tropical splendors of six continents, 80 acres of jungle wonder. See orchids growing outdoors, strangler fig, baby alligators. House of Giants. Spanish Kitchen. Free jungle guides. Orchid nurseries now open to public. Large collections water lilies, hibiscus. Directly on U.S. 1. Open 8 A.M. to 4:45 P.M.

7 MONKEY JUNGLE—22 miles S. of Miami—"Where humans are caged and monkeys run wild." Swarms of monkeys living wild in thick tropical jungle. Displayed in cages is one of America's most complete collection of monkeys and apes, from tiny marmoset to gorilla. 10 A.M. to 5:30 P.M. daily.

8 RAINBOW SPRINGS—Dunnellon—Four miles north of Dunnellon, U.S. 41. Beautiful natural attraction. From specially designed Submarine Boats, visitors get fish's eye view of famous "Lost World Underwater"—rainbow-hued plants, 20-pound bass, rare leopard garfish. Alpine cottages and lodge. AAA and Duncan Hines recommended. Spectacular 60-foot waterfall.

9 ORIENTAL GARDENS—Jacksonville—just off U.S. 1—Superbly lovely 18-acre estate overlooking magnificent St. Johns River. Outstanding formal landscape, flowers all year. Big winter and spring azalea show, summer hydrangea display. River terrace, oriental buildings, sunken lake, continuous chime concerts. Florida Highway 13, scenic river road. Open 8 A.M. to 6 P.M.

10 LOST MISSION & OLDE ENGLISH SUGAR MILL—south of Daytona Beach—An outstanding historical ruin. This ancient Mission and 200-year-old Sugar Mill is beautified by 10 acres of Tropical Florida gardens with broad lawns, ancient liveoaks and exotic planting. A camera man's delight. Soft music blends with bird songs from the Mission Flock. Just off U.S. 1.

11 BOK SINGING TOWER—near Lake Wales—World famed carillon recitals December through March. A gift to the American people from Edward Bok, a man who loved nature and all beauty. Located on Iron Mountain, highest spot in Florida. Is visited annually by a million or more tourists. On U.S. 27.

12 MARINE STUDIOS—at Marineland—Marine Studios presents the ocean floor through 200 port-holes. Located on Florida State Road A1A, the most amazing display of live marine life ever assembled lives in two giant oceanariums under conditions comparable to that of the open sea. Open daily from 8 A.M. until sunset.

13 MUSA ISLE—in Miami—Authentic Seminole Indian village open year around. Guided tours, alligator wrestling hourly. Crocodiles, zoo, tropical birds and gardens. Seminole and Western Indian handicraft. N.W. 16th Street and 25th Avenue. Take City Bus 35 or Sightseeing boat, Seminole Queen, Pier 6, City Yacht Basin.

14 SUNKEN GARDENS OF ST. PETERSBURG—in St. Petersburg—Wander along the rustic paths of one of Florida's finest tropical gardens, where tall palms stand etched against a cerulean sky in a fairyland of fragrant flowers and exotic plants from all over the tropical world. Don't fail to bring your camera.

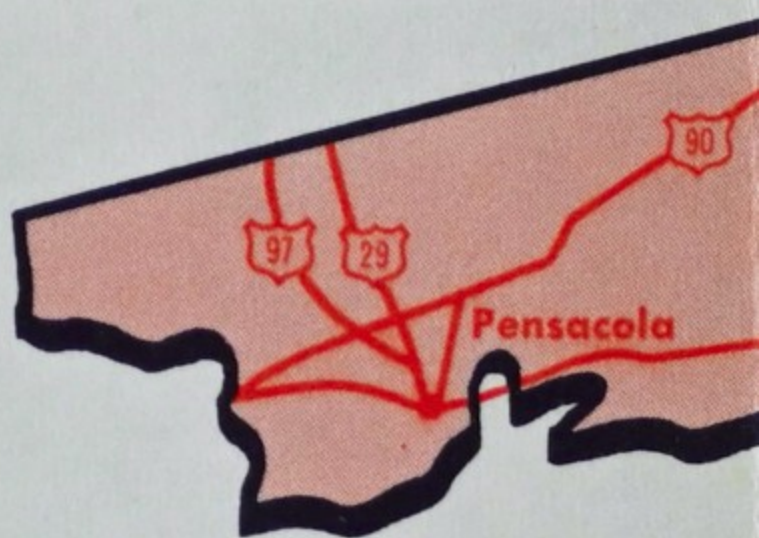
15 SIGHTSEEING—Gray Line Boats—Everywhere from Ft. Myers to Ft. Lauderdale. Indian Village, Tropical Gardens. Residential Islands of Miami and Miami Beach. Florida Keys and Deering Estate. Leaves hourly from 24th and Collins Ave., Miami Beach only.

16 ROSS ALLEN REPTILE INSTITUTE—at Ft. Pierce Springs—Where dangerous rattlesnakes are "milked" for venom by one of the world's great herpetologists. Lectures and demonstrations hourly with snakes, alligators, crocodiles, and turtles. Wild animal ranch. Seminole Indian Village in season.

17 NATURE'S GIANT FISH BOWL—at Ft. Pierce Springs—Here you will see an amazing concentration of salt-water game fish of many varieties along with several fresh-water species. This is a natural phenomenon unexplained by scientists. Fish come into the great spring from the Gulf and are seen from subterranean gallery windows.

18 PARROT JUNGLE—Red Road, Miami—A natural jungle of tropical beauty in which brilliantly colored macaws, cockatoos, pheasants, peacocks, gouras, etc., fly and move about free. Trained macaws perch on your shoulders and perform unbelievable tricks. A new flamingo lake and hibiscus garden is a veritable photographers' paradise.

19 WEEKIWACHEE SPRINGS—west of Brooksville—Right on U.S. 19, Weekiwachee features the world's only underwater mermaid show. Continuous performances from 9:00 A.M. until 6:00 P.M. the year 'round. Mermaids stay underwater for 30 minutes at depths of 25 feet to 100 feet! A photographer's paradise. Gift shop, restaurant, year-round swimming in 74-degree water.



20 SARASOTA JUNGLE GARDENS—near Sarasota—One of the world's famous tropical botanical gardens, with thousands of varieties of plants and indigenous plants augmenting a native jungle scene. The most beautiful flock of Flamingoes in the U.S.A. and other colorful birds, uncaged, from every continent. On U.S. 41, north side Sarasota.

21 RINGLING MUSEUMS—three miles north of Sarasota—The magnificent John and Mable Ringling Museum of Art, with its collection of paintings, (open daily 9 A.M. to 4:30 P.M.). The fabulous Ringling Residences and the Museum of the American Circus (open daily 9 A.M. to 4:30 P.M.). Owned and operated by the State of Florida. Just off U.S. 41.

22 FLORIDA CYPRESS GARDENS—near Vero Beach—America's tropical wonderland of azaleas, camellias, gardenias, and other rare tropical plants bloom in profusion along winding pathways. The banks of lagoons and canals through which electric boats travel. Four water skiing exhibitions with world champions. On U.S. 27.

23 THOMAS A. EDISON HOME—in Fort Myers—The Florida estate of America's greatest inventor is now open to public. Garden is fantastic maze of plants gathered from all parts of tropical world. Laboratories, graceful home with archaic furnishings restored exactly as Edison left them. Open daily, 9 A.M. to 4 P.M.

24 EVERGLADES WONDER GARDENS—at Ft. Myers Springs—An all Florida exhibit. Two thousand snakes, alligators, crocodiles, animals and birds. About life in the mysterious Everglades—Nature's Wonderland. Beautiful gift shop. Twenty-three miles south of Ft. Myers on Tamiami Trail, U.S. 41. An admission charge.

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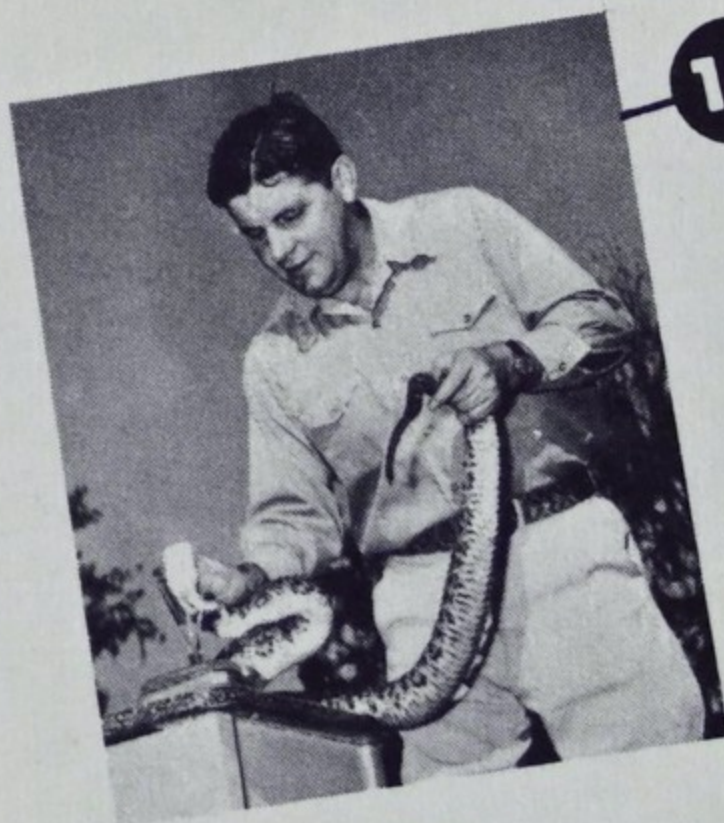
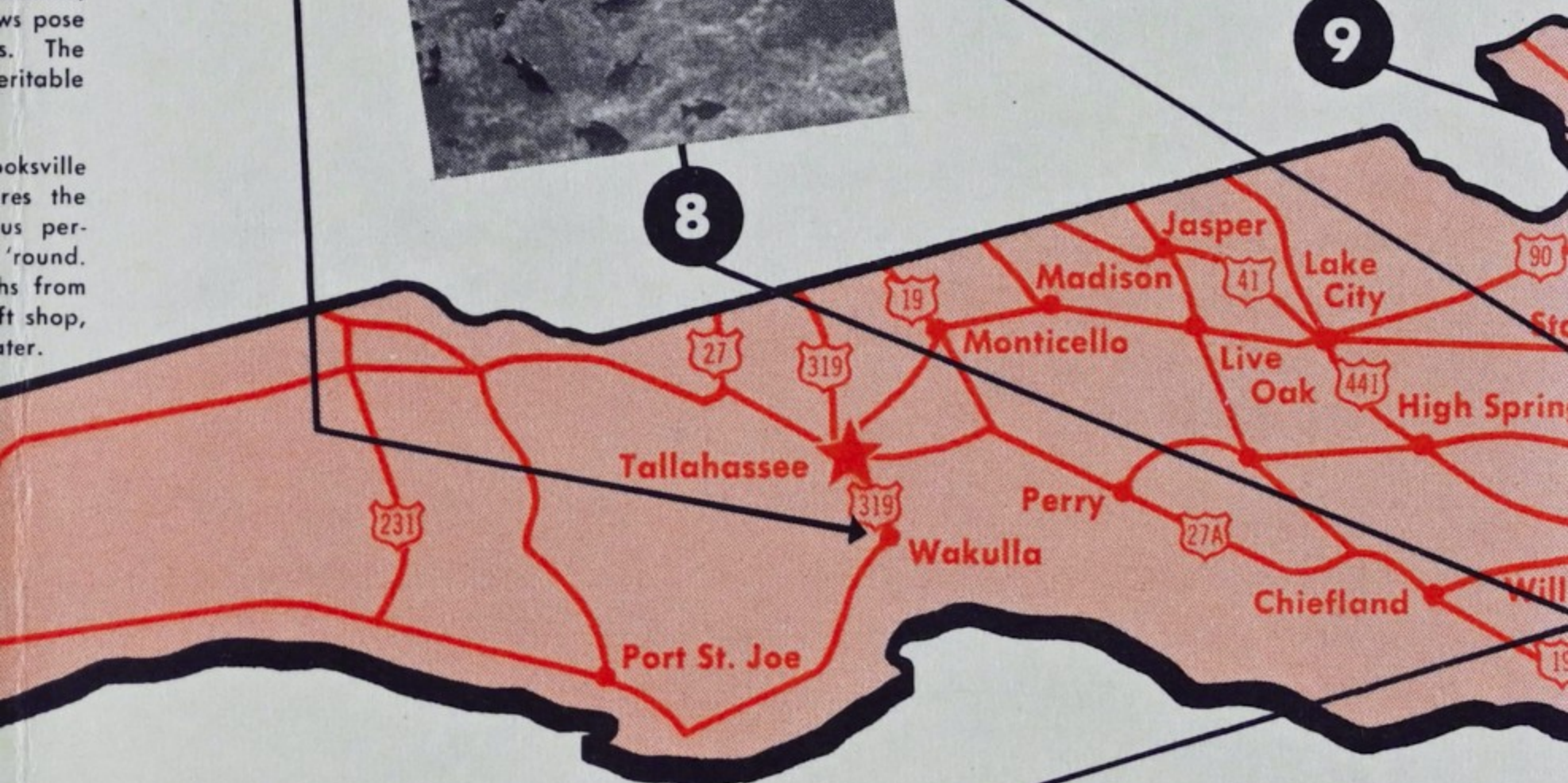
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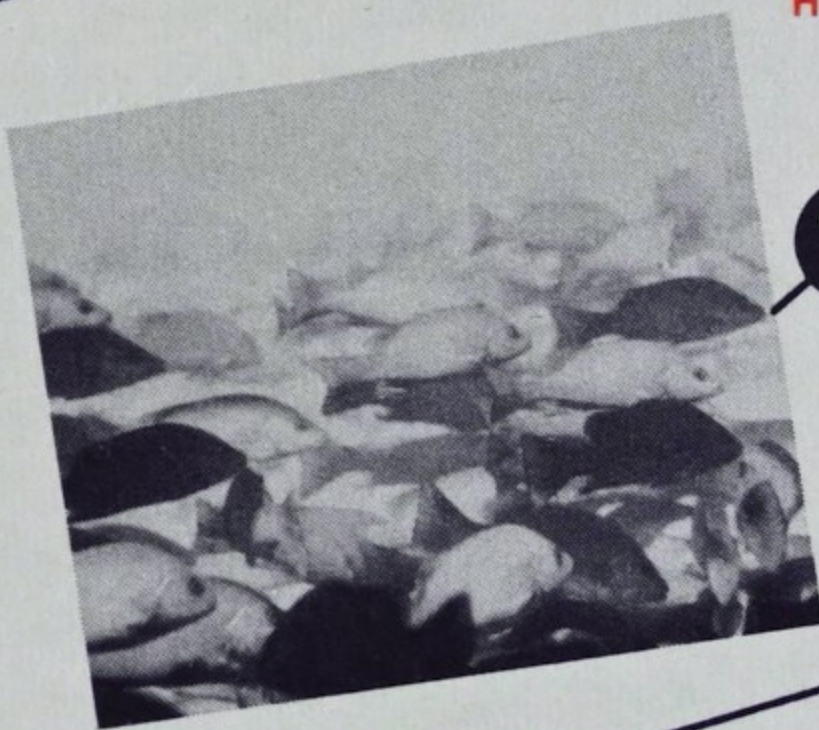
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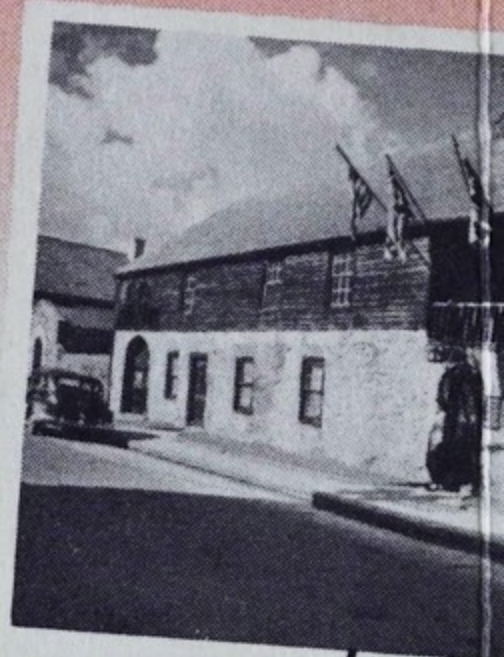
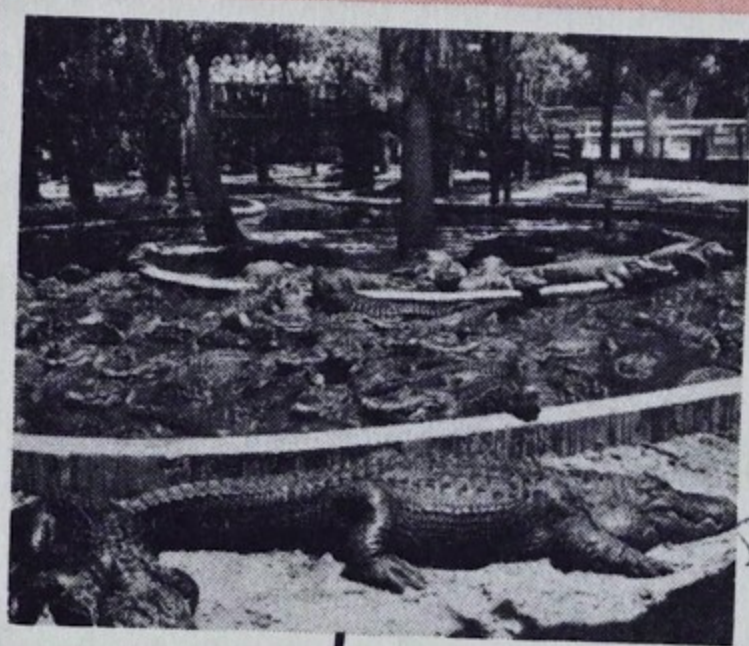
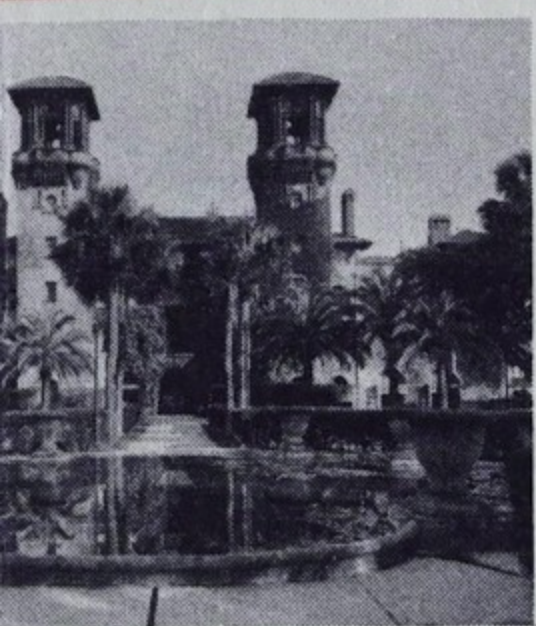
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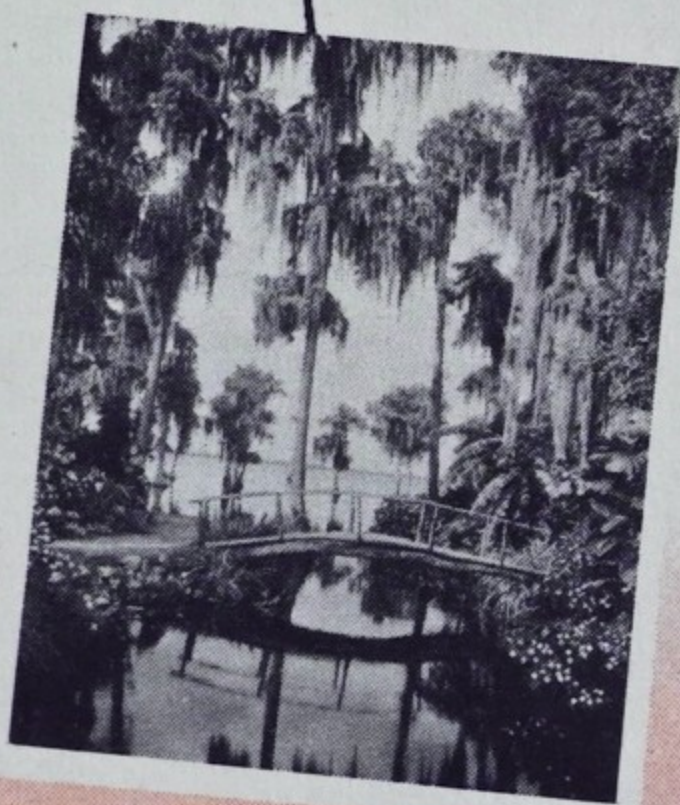
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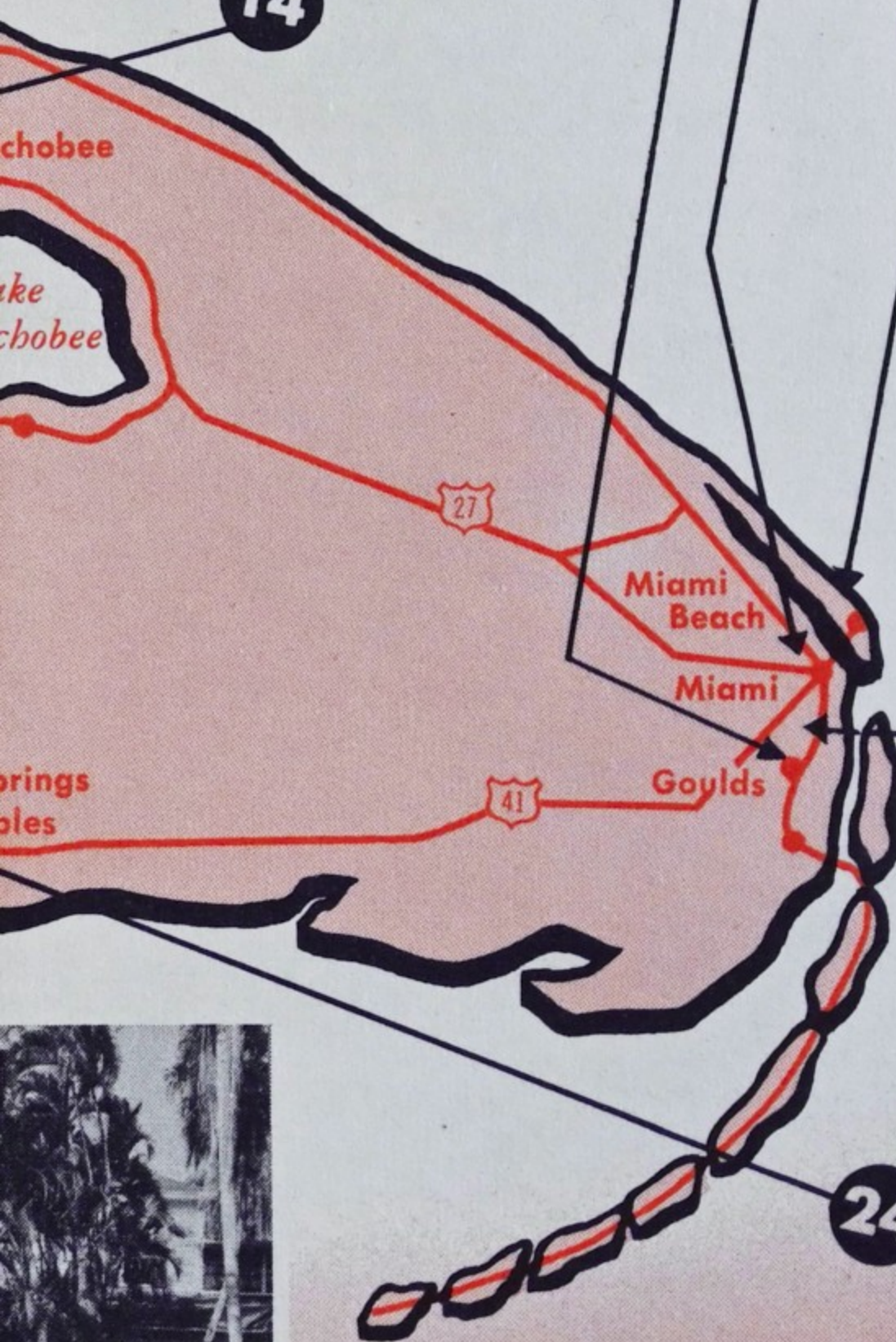
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WELCOME

TO FLORIDA



Because they are so typical of the Florida you've heard and read about, each of the attractions described in this folder should be included in your present or projected visit to fabulous Florida!

No matter where you locate in sunny Florida, you will be within easy driving or bus, train, and plane riding distance of more than half of the attractions. Should you visit or locate in South Florida, each is a logical stop-off point enroute north, or south.

Without exception, each is surrounded by the lush tropical foliage and flowers that constantly remind you that you are in the Sunshine State — the land of flowers.

Without exception, all are operated by courteous, capable, and conscientious persons whose constant consideration of your every need is a watchword in their organization.

Without exception, each is worth many times the cost of your visit. You and your camera will come away from each with memories and scenes you'll remember forever.

So, plan a visit to each before you leave Florida. And, when you do visit these attractions, ask questions freely. If you do, you'll learn at first-hand all about the Florida you've read about, heard about, perhaps dreamed about for years.



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